File
Winners

R. J. Reynolds Tobacco Company
Cigarette Purchase Cost Structure

Program	Full Price	Lowest Cost
R.J.Reynolds Cost	$8.39	$5.69
Federal Tax	$2.40	$2.40
Invoice Cost	$10.79	$8.09
Standard Antic. Allow (3.25%).	$10.44	$7.83
Electronic Funds Transfer (.5%)	$10.39	$7.79
**"Winners Program" ($.10 carton)	$10.29	$7.69
Net Cost Per Carton	$10.29	$7.69

*Winners participation monies paid based on qualification of performance.

Cigarettes case quantities 30 and 60 cartons

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Source: https://www.industrydocuments.ucsf.edu/docs/gtjy0000

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